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CONSUMER PURCHASES OF



# SELECTED FRUITS AND JUICES

JANUARY 1960

CPFJ- 96

U. S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

March 1960

Based on data collected by the Market Research Corporation of America.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
JANUARY 1960

By Clive E. Johnson  
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Agricultural Marketing Service

: The data in this report represent estimated total purchases :  
: by household customers only and do not include those by hotels, :  
: restaurants, hospitals, or other institutional outlets. Data for:  
: single months are for 4-week periods (28 days) to permit compari-  
: sons between periods of equal length. :

SUMMARY

Household purchases of fresh oranges and frozen concentrated orange juice in January 1960 were the largest reported in more than 2 years. Purchases of canned orange juice jumped over the million-case mark for the first time in many months, and buying of canned orange drink was the heaviest reported for January. Purchases of chilled orange juice, however, continued to lag behind year-earlier levels.

Fresh grapefruit and canned grapefruit juice were bought in moderately greater quantity than in January 1959, but pineapple-grapefruit drink was purchased in smaller volume. Pineapple juice, tomato juice, and miscellaneous canned juices also fell off in volume. On the other hand, purchases of prune juice were the largest reported in 2 years.

Retail prices for fresh oranges and grapefruit were higher in January 1960 than a year earlier, in contrast to a decline in prices paid for the reported juices and drinks. The price declines were small in relation to purchase increases, and, consequently, consumer expenditures for selected fruits and juices were greater than in January 1959.

FROZEN AND CHILLED JUICES

Purchases of orange concentrate rise to 2-year peak      The retail price of frozen concentrated orange juice dropped 1.2 cents in January 1960 from December, and household purchases jumped to 5.7 million gallons. Prices at 18.2 cents per 6-ounce can were the lowest in 2 years. The volume of purchases, which approached the high levels of 1957, was 31 percent greater than in January 1959 and 12 percent greater than the 1954-56 (pre-freeze) average for the month. <sup>1/</sup> Purchases per buying family at 7.5 cans were up 9 percent from a year earlier, and the 30 percent of the Nation's families that bought represented a gain of more than 4 percentage points. The proportion of families buying was within 2 points of July 1955 when the proportion was the highest reported for any month. The average buying family spent \$1.36 for concentrate in January, compared with an expenditure of \$1.51 a year earlier when prices averaged 22

<sup>1/</sup> Data in this report are for 28-day periods to facilitate comparisons.

cents per can. With more families buying, however, total expenditures for the month were up 9 percent to about \$22 million (table 4).

Purchases of miscellaneous frozen concentrated juices increased sharply over the low December level, to almost equal the January 1959 volume. These products were retailed at an average price of 18.9 cents per 6-ounce can, 0.8 cent less than a year earlier (table 12).

Chilled orange  
juice remains  
down

Household purchases of chilled orange juice continued to lag 10 percent below levels of a year earlier. Total purchase volume for the season, beginning with October 1959, was off about 13 percent from the corresponding 4-month period of 1958-59. The 4 percent

of the Nation's families that bought and the average buying family's purchase of 3.4 quarts were both smaller than in January 1959. Retail prices averaged 40.2 cents per quart, 1 cent less than a year earlier (table 5).

#### CANNED SINGLE-STRENGTH JUICES

Orange juice  
climbs to pre-  
freeze level

Prices paid for canned orange juice dropped 4 cents per can in January 1960, and household purchases rose substantially to exceed a million cases for the first time since autumn 1958. The 29-percent gain in volume over a year earlier was generated by a substantial

increase in the size of purchase per buying family, along with a moderate increase in the proportion of families buying. With prices at 36.7 cents per 46-ounce can, the average buying family spent 81 cents for canned orange juice in January, and expenditures totaled about \$3.5 million for the month. A year earlier when prices were 41.6 cents, the average buying family expenditure was 77 cents, and the total expenditure was about \$3.1 million (table 6).

Grapefruit  
juice gains  
10 percent

Retail sales of canned grapefruit juice were 10 percent greater than the low January 1959 volume. Cumulative purchases for the season through January were about the same as in the corresponding 4 months of 1958-59, but were substantially lower than in earlier years. Buying

family purchases averaged two 46-ounce cans in January, 8 percent more than a year earlier, and the proportion of families buying increased to a little more than 6 percent. Retail prices, firm at 31.9 cents per can, were 2.6 cents less than in January 1959 (table 7).

Pineapple juice  
remains at low  
level

Buying of pineapple juice for home use in January 1960 remained moderately below the level of a year earlier. The million cases bought reflected an average purchase of 1.8 46-ounce cans for about 10 percent of the Nation's families, a decline in both the proportion of

families buying and in the size of purchase. The product was retailed at an average of 31.1 cents per 46-ounce can, 0.8 cent less than in January 1959 (table 8).



9-percent gain  
for prune juice

Retail sales of prune juice gathered momentum in January, and for the first time in about a year the volume equaled the 1954-56 average for the month. The 622,000 cases bought, up 9 percent from January 1959, was the largest volume reported since mid-1958. The gain over a year earlier was associated with an increase in the size of the average family's purchase to 2.2 quarts. About 7 percent of U. S. families bought the product. An average of 43.2 cents was paid per quart bottle, 1.2 cents more than in the preceding January. At these prices, consuming family expenditures averaged 97 cents, or 6 cents more than in the preceding January. Total consumer expenditures were 12 percent greater than a year earlier (table 9).

Tomato juice  
slips a little

Retail purchases of tomato juice at about 1.9 million cases were 3 percent below the high January 1959 level. On a buying family basis, purchases averaged 1.9 46-ounce cans, and 18 percent of the Nation's families bought. Retailers charged consumers an average of 27.5 cents per can, 1 cent less than a year earlier (table 10).

January purchases of miscellaneous single-strength juices totaled about 1.4 million cases, a 10-percent reduction from the January 1959 volume. About 17 percent of U. S. families bought these products, and the average family purchase was 1.5 46-ounce cans. Retail prices averaged 37.1 cents per can (table 11).

Total canned  
juices hold at  
year earlier level

In total, consumers bought 6.6 million cases of canned single-strength juices in January 1960, about the same as a year earlier. Purchases averaged 2.6 46-ounce cans for families buying; about 45 percent of the Nation's families bought 1 or more single-strength juices during the month (table 11).

#### CANNED SINGLE-STRENGTH FRUIT DRINKS

Orange drink  
climbs to new  
January peak

Household buying of canned orange drink increased sharply over the low December volume, and January 1960 purchases of 466,000 cases were the largest yet reported for the month. Buying averaged 2.4 46-ounce cans for the 3 percent of the Nation's families that bought. The average price of 30 cents per 46-ounce can was 0.6 cent less than a year earlier (table 13).

Sharp seasonal gain  
for pineapple-  
grapefruit drink

Pineapple-grapefruit drink jumped to about 1 million cases in January to bring the comparatively low purchase rates that have persisted since September to within 6 percent of the January 1959 level. In the 3 preceding months, purchases were 17 to 29 percent below the corresponding month of a year earlier. Buying family purchases held at the 2.1 46-ounce cans of January 1959, but a smaller proportion of families

bought. Prices charged consumers averaged 29.9 cents per can, 0.4 cent less than a year earlier (table 14).

About 1.2 million cases of miscellaneous fruit drinks were bought for home use in January 1960. The volume of purchases has been about the same during the 4 months that data are available for these items. About 10 percent of the Nation's families bought miscellaneous fruit drinks in January, and the average purchase was 2.2 46-ounce cans. Retail prices were 35.8 cents per can (table 12).

#### FRESH AND CANNED FRUIT

Fresh oranges  
at 4-year  
January peak

Purchases of fresh oranges for home use totaled 2.8 million boxes in January, 9 percent more than a year earlier and the largest January volume since 1956. The fruit retailed at 45.9 cents per dozen, 1.3 cents more than in the preceding January, and 6 cents more than the pre-freeze average for the month. About 43 percent of the Nation's families bought oranges, a gain of more than 1 percentage point over a year earlier. These families averaged 2-1/3 dozen oranges, the same as in January 1959 (table 15).

The indicated orange crop for 1959-60 is larger than that for preceding years. However, as substantially greater quantities have been utilized for fresh sales and for processing, fewer oranges were left for marketing than at the end of January 1959.

Grapefruit  
above 1954-56  
average

Retail purchases of fresh grapefruit were up 7 percent from January 1959 to about 2.3 million boxes. This is the largest January volume since 1955. About 29 percent of the Nation's families bought, purchasing 11 grapefruit per family. Retail prices at 83.9 cents per dozen were 0.3 cent higher than a year earlier (table 16).

Production of grapefruit is indicated to be down from 1958-59. Use of the fruit for processing was moderately ahead of this time a year earlier, and movement to the fresh market was substantially greater. As a result, the quantity of grapefruit to be marketed at the end of January 1960 was considerably smaller than a year earlier.

Grapefruit  
sections  
stay down

The 210,000 cases of grapefruit sections bought for household use in January 1960 represented an 8-percent decline from the corresponding month of the preceding year. Purchases for the 4 months of the current season, October 1959-January 1960, are well below those in the same period of earlier years. The low volume in comparison with January 1959 was associated with a drop in the proportion of families buying. Part of that loss, however, was offset by a larger size of purchase. The average price paid of 20.2 cents per No. 303 can was 0.8 cent less than in January 1959 (table 17).

Retail sales of fresh tangerines in January 1960 were well below those of a year earlier. The 1959-60 crop was substantially smaller than that of the preceding season, and marketing of the crop was about completed. Prices paid for tangerines averaged 44.6 cents per dozen, compared with 37.9 cents in January 1959 (table 18).



Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, January 1960 and 1959

Commodity	Total purchases			Purchases per buying family			Families buying		Average price paid per actual unit	
	Change, 1960-59			Quantity per purchase			Percent		Cents	
	January 1960	January 1959	Percent	Number	Ounces	Ounces	Percent	Percent	Unit	January 1960 : 1959
	1,000 gallons	1,000 gallons								
FROZEN CONCENTRATED JUICES:										
Orange	5,730	4,364	31	2.0	2.1	22.4	19.6	30.3	25.8	6-oz. 18.2
Miscellaneous	629	642	-2			14.4	13.9			6-oz. 19.7
Total	6,359	5,006	27		2.4		18.6		28.1	
CHILLED ORANGE JUICE	1,798	2,002	-10	2.8	3.0	39.1	37.8	4.1	4.4	32-oz. 40.2
	1,000 cases 1/	1,000 cases 1/								
CANNED SINGLE-STRENGTH JUICES:										
Orange	1,021	791	29	1.7	1.6	60.0	53.1	8.4	7.6	46-oz. 36.7
Grapefruit	671	609	10	1.5	1.4	60.8	60.3	6.1	5.8	46-oz. 31.9
Pineapple	986	1,056	-7	1.4	1.5	60.2	58.5	9.9	10.4	46-oz. 31.1
Prune	622	572	9	1.7	1.8	42.1	38.3	7.0	7.1	32-oz. 43.2
Tomato	1,894	1,952	-3	1.5	1.6	58.9	59.2	17.6	18.1	46-oz. 27.5
Miscellaneous	1,397	1,547	-10	1.7		40.6		17.3		46-oz. 37.1
Total	6,591	6,527	1	2.3		52.6		44.7		
CANNED SINGLE-STRENGTH DRINKS:										
Orange	466	440	6	1.4	1.6	78.1	69.5	3.4	3.5	46-oz. 30.0
Pineapple-grapefruit	970	1,026	-5	1.4	1.4	69.2	68.9	8.3	8.9	46-oz. 29.9
Miscellaneous fruit	1,215			1.6		62.6		10.0		46-oz. 35.8
CANNED GRAPEFRUIT SECTIONS	210	229	8	1.5	1.3	34.7	35.7	3.7	4.6	16-oz. 2/ 20.2
	1,000 boxes	1,000 boxes								
FRESH FRUIT:										
Oranges	2,812	2,585	9	2.1	2.1	13.1	13.2	43.0	41.8	Doz. 45.9
Grapefruit	2,256	2,105	7	1.9	1.9	5.8	5.9	28.9	28.4	Doz. 83.6
Tangerines	390	517	-25	1.4	1.5	10.9	11.5	7.7	10.1	Doz. 44.6

1/ Equivalent cases of 24 No. 2 cans. 2/ Equivalent No. 303 can.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period <u>1/</u>	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice <u>2/</u>		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.		2,623		3,016		484		378		6,501
Mar.		2,465		2,970		416		355		6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.		2,466		2,980		440		346		6,232
May		1,976		2,768		389		343		5,476
Jun.		1,401		2,724		357		311		4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

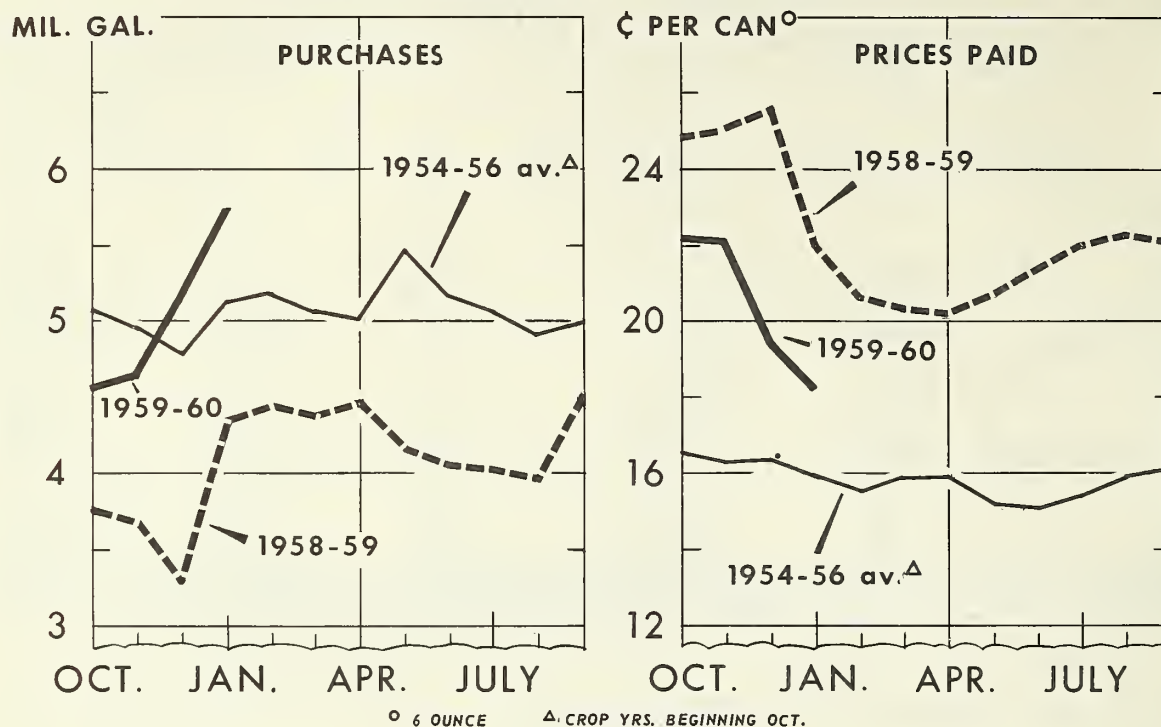
Period <u>1/</u>	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.		2,376		432		159		2,967
Mar.		2,178		505		144		2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.		1,958		647		167		2,772
May		1,383		648		144		2,175
Jun.		774		523		168		1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.		312		495		199		1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645- 60(3) AGRICULTURAL MARKETING SERVICE

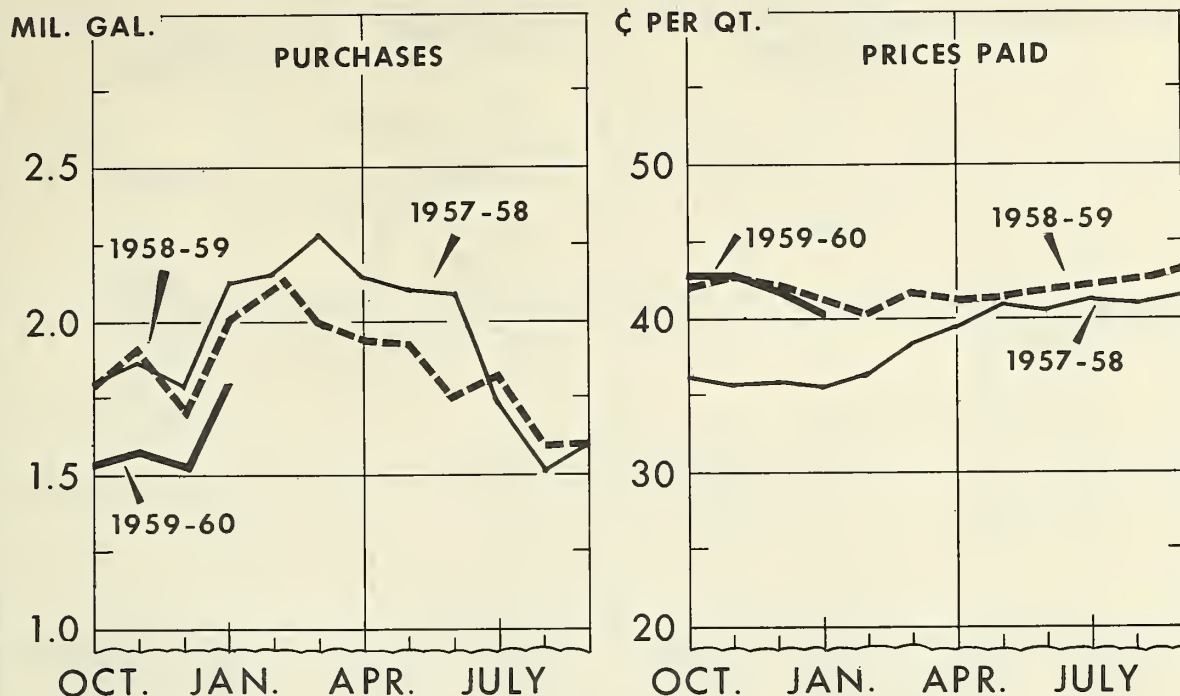
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.	11,465	11,465	15,902						
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.		4,436	5,179		26.2	28.0		20.5	15.5
Mar.		4,367	5,043		26.1	26.7		20.3	15.8
Oct.-Mar.	25,707	25,707	32,579						
Apr.		4,448	5,006		25.8	25.2		20.2	15.8
May		4,131	5,441		24.8	24.2		20.7	15.2
Jun.		4,066	5,147		25.9	23.5		21.3	15.1
Oct.-Jun.	39,221	39,221	49,479						
Jul.		4,018	5,061		24.5	22.9		22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season	52,870	52,870	65,680					22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60(3) AGRICULTURAL MARKETING SERVICE

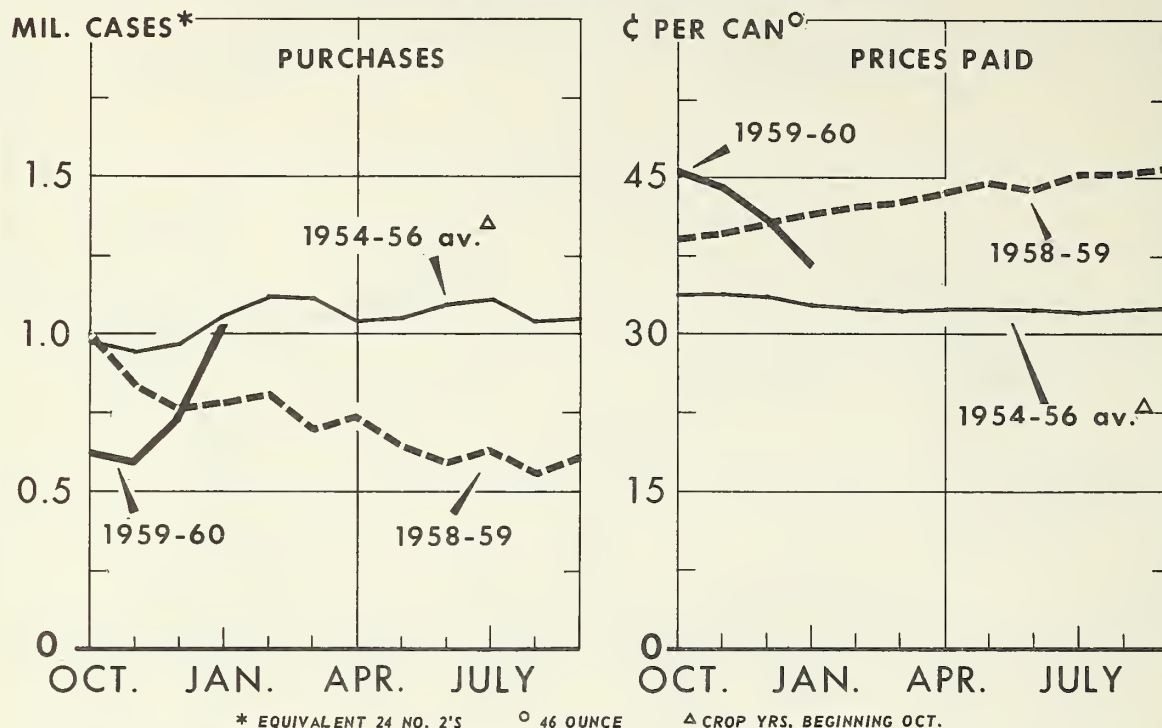
Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.		2,124	2,163		4.8	4.7		40.2	36.4
Mar.		1,993	2,277		4.4	4.8		41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.		1,942	2,147		4.1	4.4		41.2	39.6
May		1,925	2,099		4.1	4.2		41.4	40.9
Jun.		1,748	2,087		3.9	4.0		41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.		1,815	1,714		4.0	3.4		42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-60(3) AGRICULTURAL MARKETING SERVICE

Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

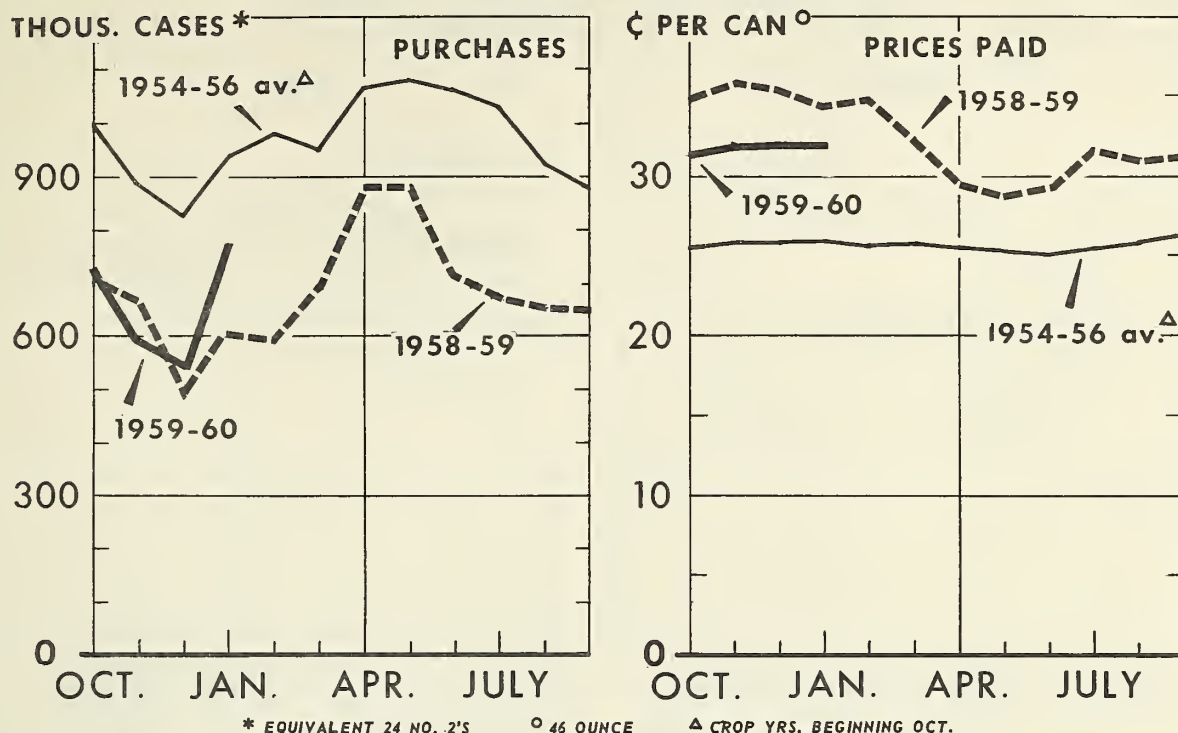
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1959-60	1958-59	1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.	2,767	3,121							
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.		806	1,118		8.0	11.0		42.2	32.3
Mar.		694	1,113		6.7	11.8		42.5	32.2
Oct.-Mar.	5,231	6,685							
Apr.		734	1,033		7.0	11.4		43.5	32.4
May		650	1,046		6.3	11.0		44.5	32.3
Jun.		596	1,087		6.2	11.0		44.0	32.2
Oct.-Jun.	7,324	10,120							
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season	9,274	13,566						42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60(3) AGRICULTURAL MARKETING SERVICE

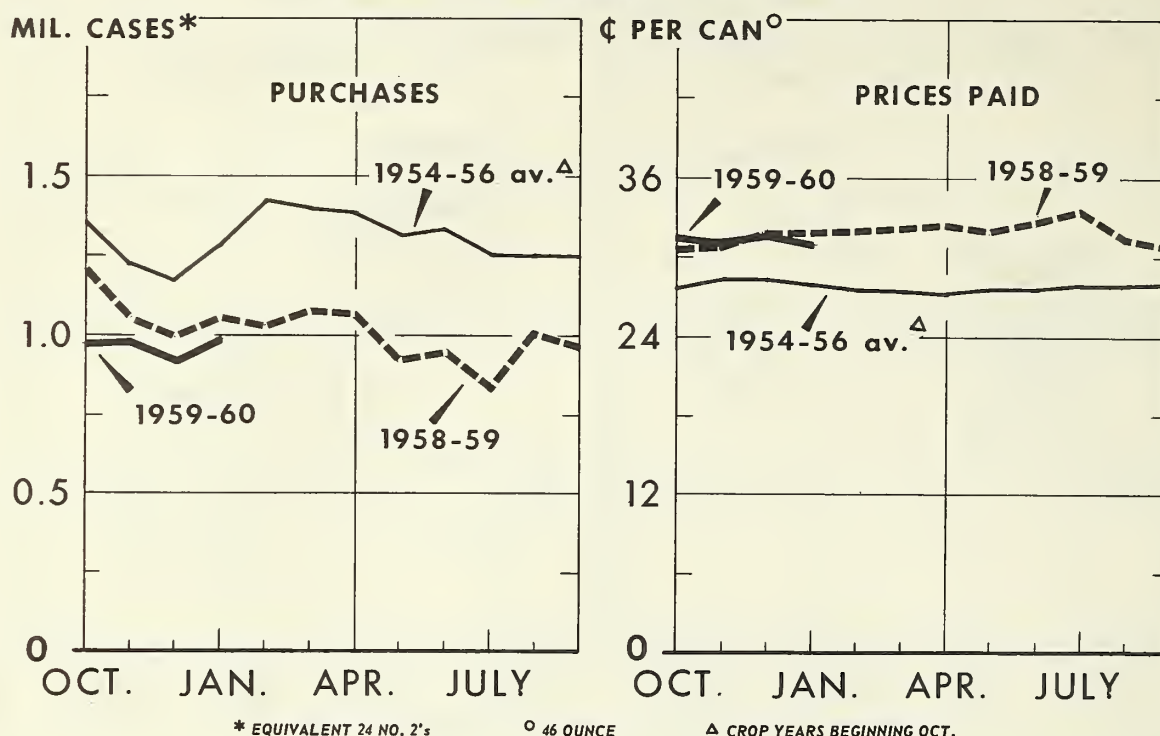
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average 1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.		590	983		5.7	7.7		34.8	25.7
Mar.		689	950		6.5	6.9		32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.		880	1,069		7.3	7.8		29.6	25.7
May		882	1,083		7.5	7.4		28.8	25.4
Jun.		712	1,063		6.3	7.2		29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548-60 (3)

AGRICULTURAL MARKETING SERVICE

Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

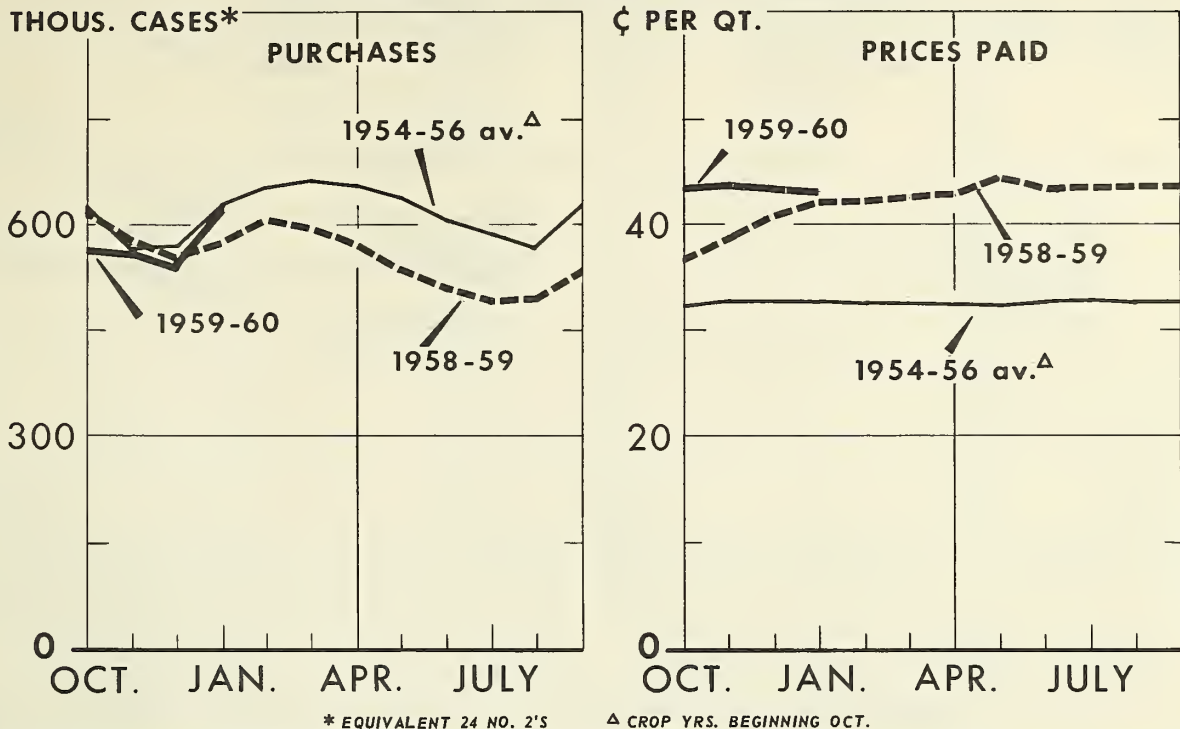
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.		1,029	1,424		10.0	12.4		32.1	27.7
Mar.		1,079	1,400		10.4	12.4		32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.		1,066	1,388		10.6	11.8		32.5	27.4
May		926	1,312		9.3	12.6		32.1	27.7
Jun.		941	1,335		9.4	12.3		32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-60 (3)

AGRICULTURAL MARKETING SERVICE

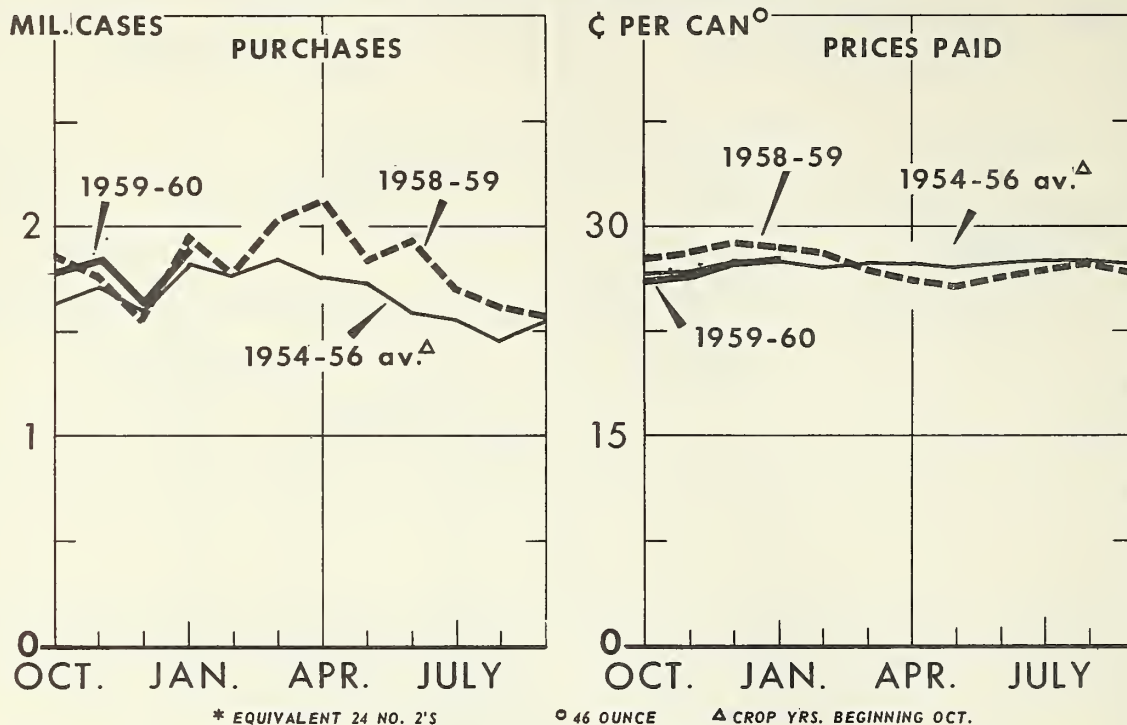
Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	Average 1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.		608	651		7.3	7.5		42.3	32.7
Mar.		596	660		6.9	7.6		42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.		572	653		6.9	7.4		42.9	32.4
May		536	636		6.3	7.0		44.2	32.4
Jun.		507	603		6.0	6.7		43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.		492	585		6.3	6.8		43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 oz. per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653-60 (3) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.		1,795	1,773		17.6	18.1		28.0	27.0
Mar.		2,033	1,846		18.1	18.1		26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.		2,127	1,755		18.5	18.6		26.0	27.2
May		1,846	1,715		16.0	17.4		25.6	27.0
Jun.		1,933	1,593		16.9	17.1		26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.		1,712	1,553		15.0	17.2		26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January	1,397	1,547		6,591	6,527	
February		1,571			6,399	
March		1,536			6,627	
April		1,476			6,855	
May		1,598			6,438	
June		1,508	1,694		6,197	6,122
July		1,378	1,616		5,712	5,706
August		1,280	1,494		5,610	5,390
September		1,244	1,305		5,561	5,202

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

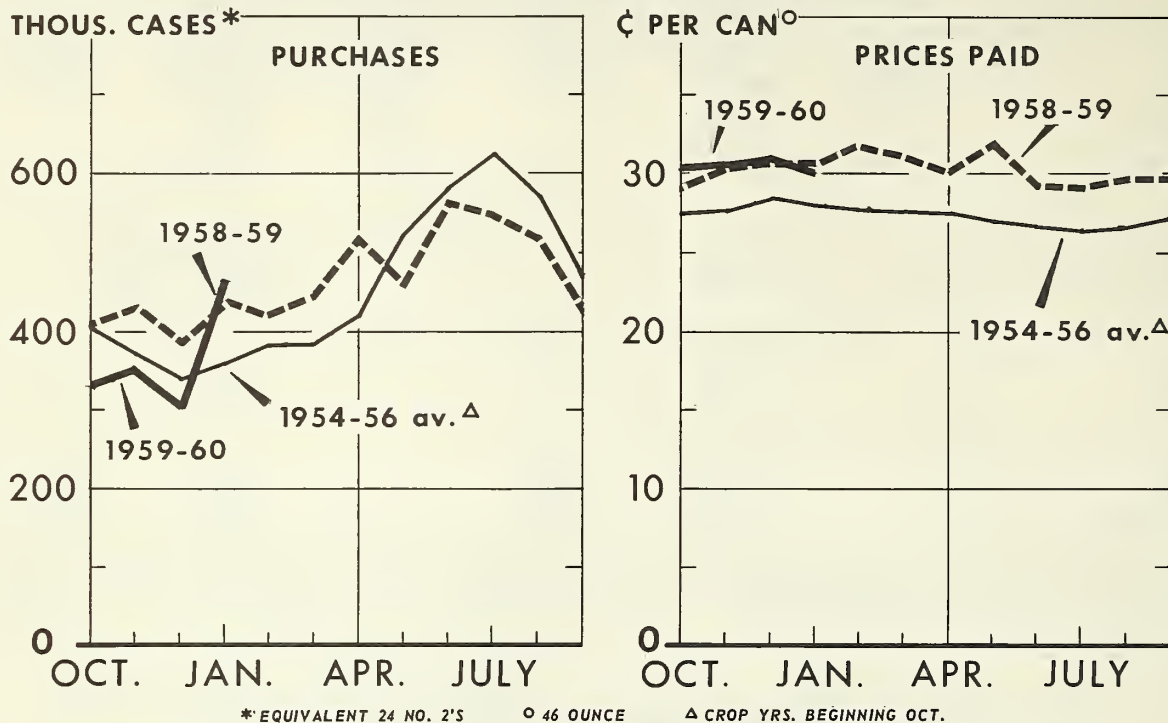
Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/	
	Purchases		Prices paid per 6 ounce can		Purchases	Prices paid per 46 ounce can
	1959-60	1958-59	1959-60	1958-59	1959-60	1959-60
	1,000 gallons	1,000 gallons	cents	cents	1,000 cases 4/	cents
October	728	801	19.4	19.5	1,199	36.0
November	506	791	19.9	19.9	1,144	36.1
December	466	707	20.1	20.3	1,101	35.3
January	629	642	18.9	19.7	1,215	35.8
February		655		19.6		
March		690		19.7		
April		756		19.4		
May		740		19.1		
June		801		18.9		
July		734		18.9		
August		670		19.0		
September		625		19.2		

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. Data were first available in October 1959. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.



# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60(3) AGRICULTURAL MARKETING SERVICE

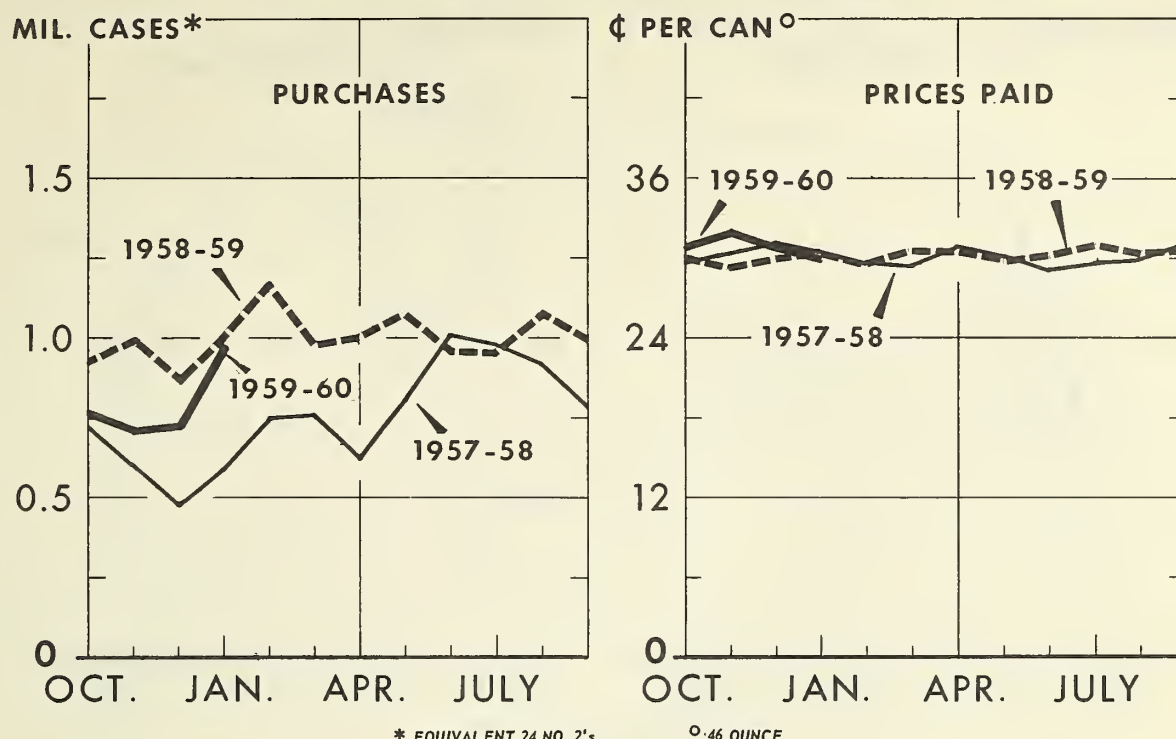
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.	1,082	1,304	1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.		421	383		3.3	3.2		31.5	27.8
Mar.		444	385		3.7	3.2		31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.		517	420		4.0	4.4		30.3	27.5
May		461	524		3.6	3.7		31.7	27.0
Jun.		568	581		4.2	4.1		29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549- 60 (3)

AGRICULTURAL MARKETING SERVICE

Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

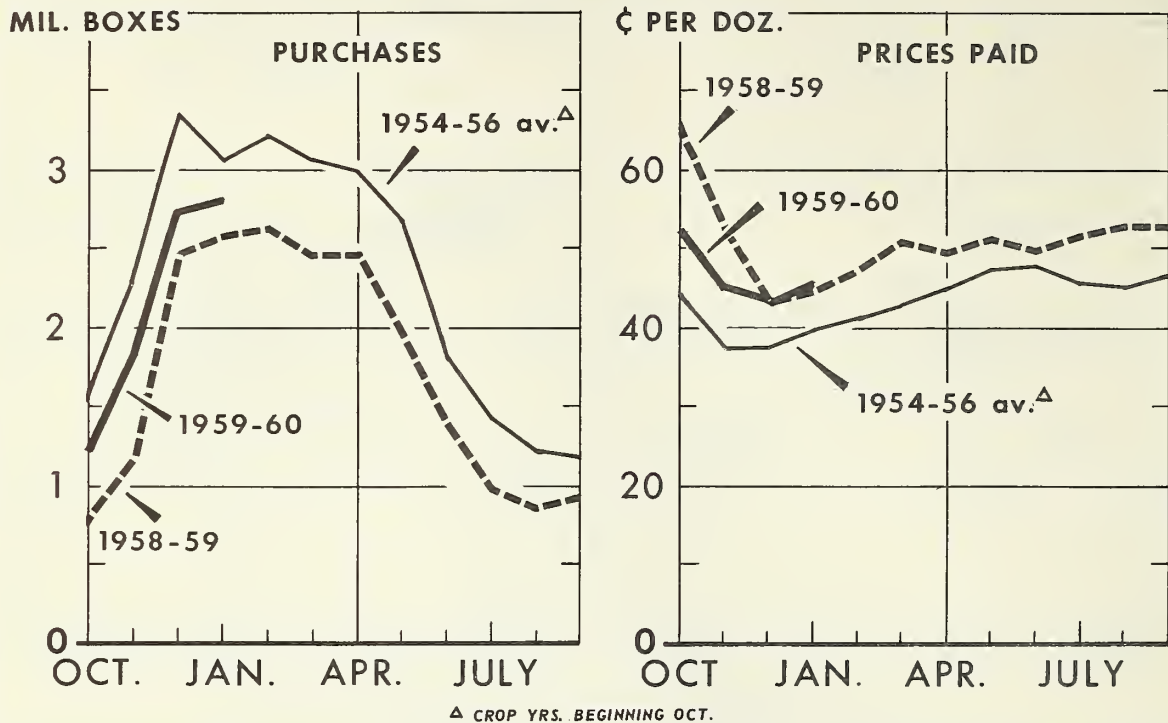
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.		1,169	748		9.9	6.9		29.7	29.6
Mar.		973	755		8.6	6.9		30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.		1,000	621		8.5	6.3		30.5	30.9
May		1,079	808		9.4	7.3		29.9	30.2
Jun.		963	1,068		8.1	9.2		30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# FRESH ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655- 60 (3) AGRICULTURAL MARKETING SERVICE

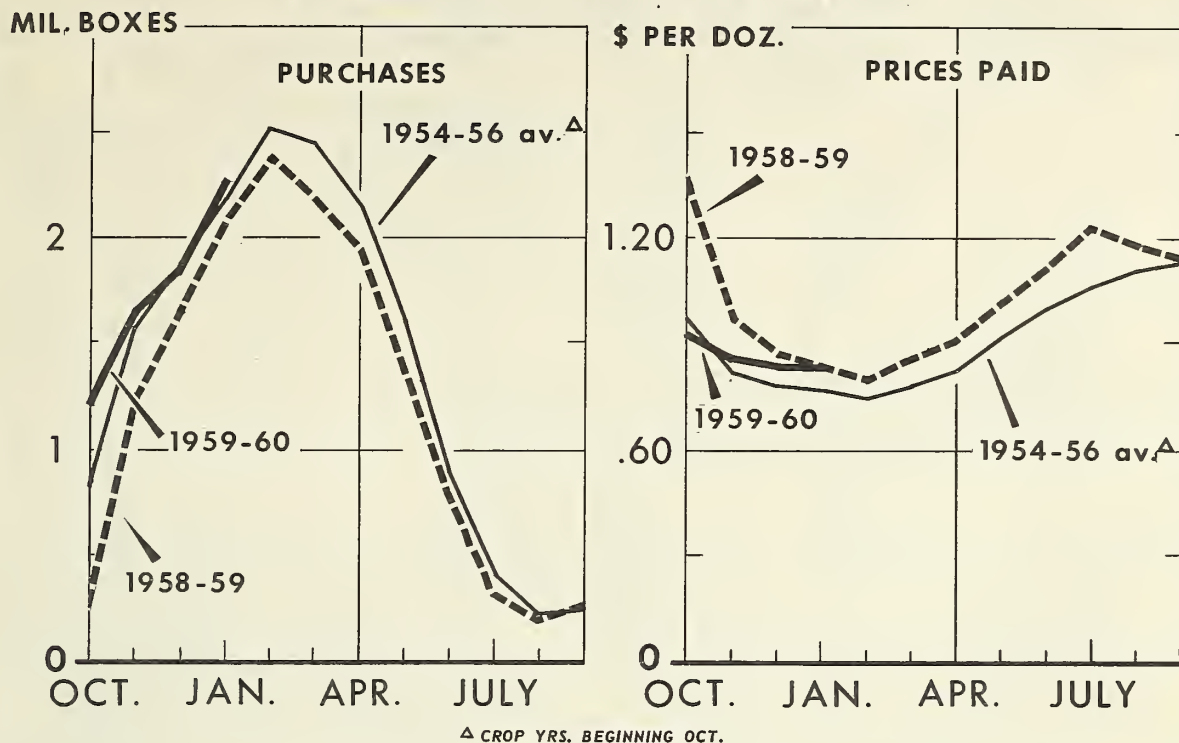
Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average 1954-55/1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	Average 1954-55/1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.		2,623	3,214		42.8	44.0		46.6	40.9
Mar.		2,465	3,059		40.5	39.7		50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.		2,466	2,986		38.2	33.7		49.9	44.8
May		1,976	2,682		34.5	32.1		51.2	47.4
Jun.		1,401	1,801		27.5	24.2		49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658-60 (3)

AGRICULTURAL MARKETING SERVICE

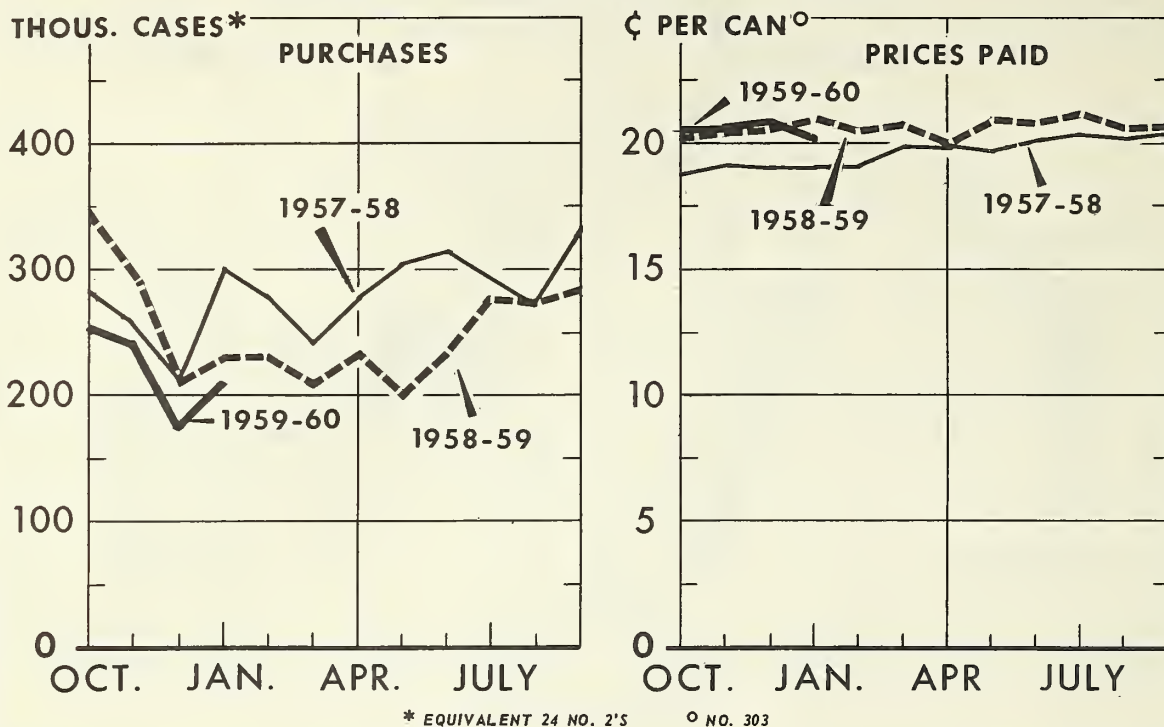
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.		2,376	2,526		30.4	31.4		80.8	74.3
Mar.		2,178	2,440		28.2	30.1		86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.		1,958	2,153		26.6	23.7		91.2	82.1
May		1,383	1,587		20.1	18.4		101.4	91.5
Jun.		774	896		13.2	10.0		111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.		312	421		6.3	5.3		122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6654- 60(3) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.		230	279		4.1	5.3		20.4	19.0
Mar.		209	240		4.1	4.7		20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.		231	278		4.3	5.1		20.1	19.8
May		200	303		3.9	5.7		20.9	19.7
Jun.		233	312		3.9	5.8		20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

# PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT

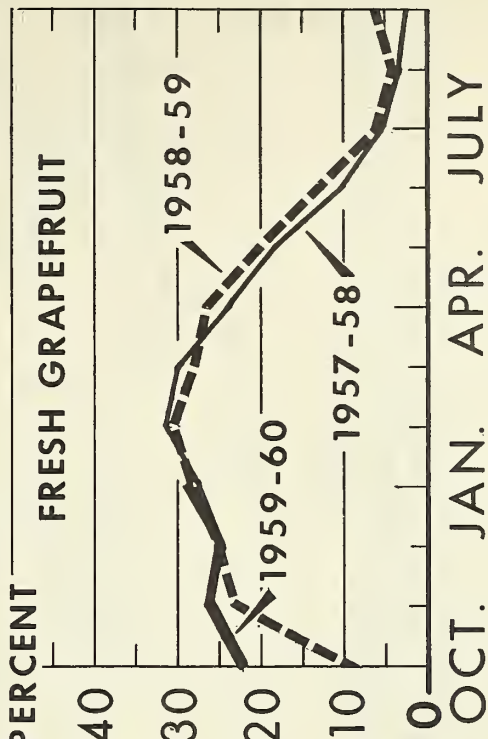
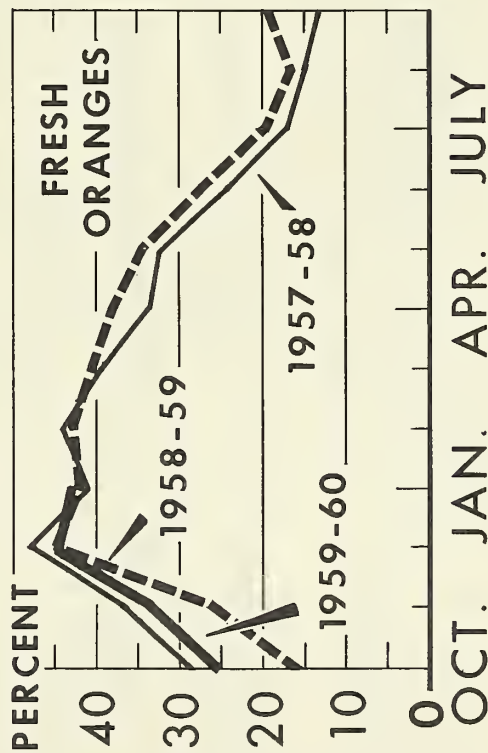
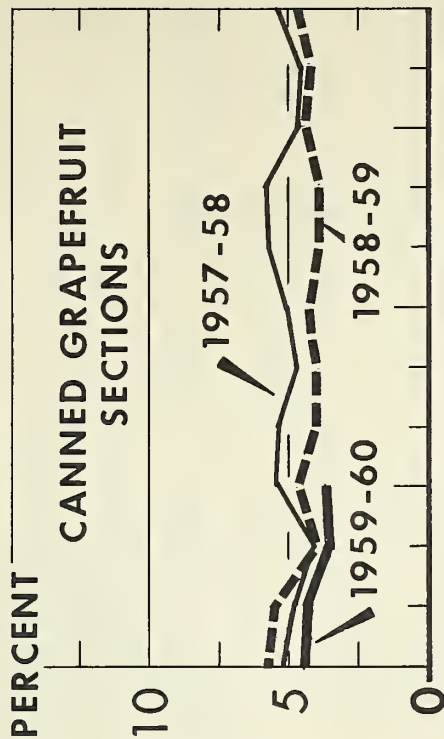
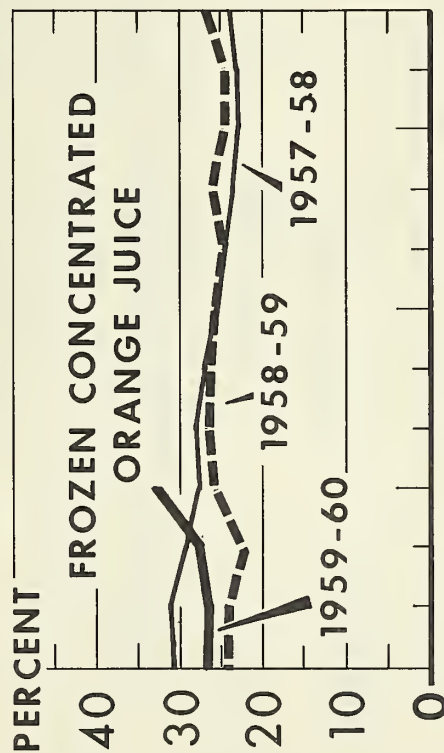
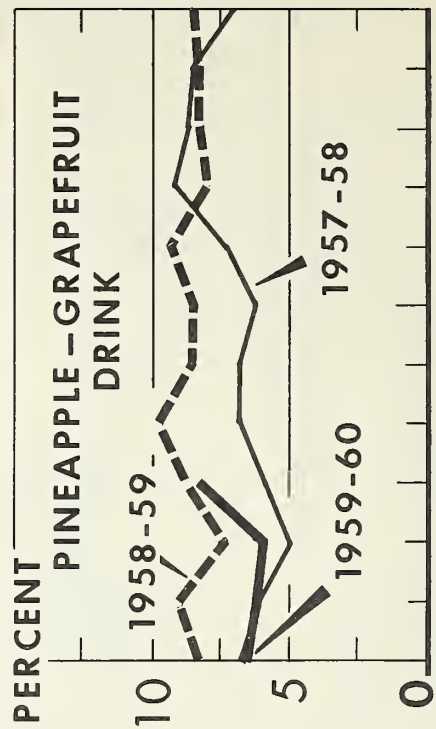
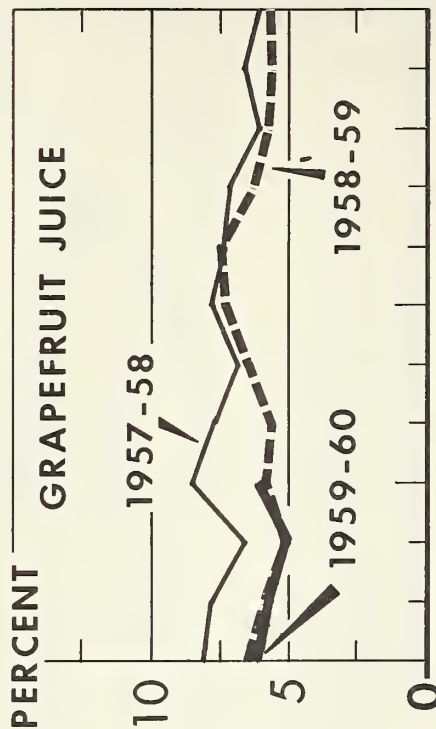
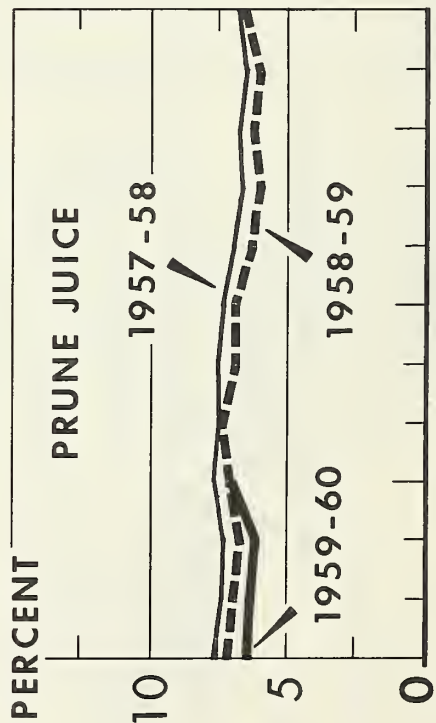
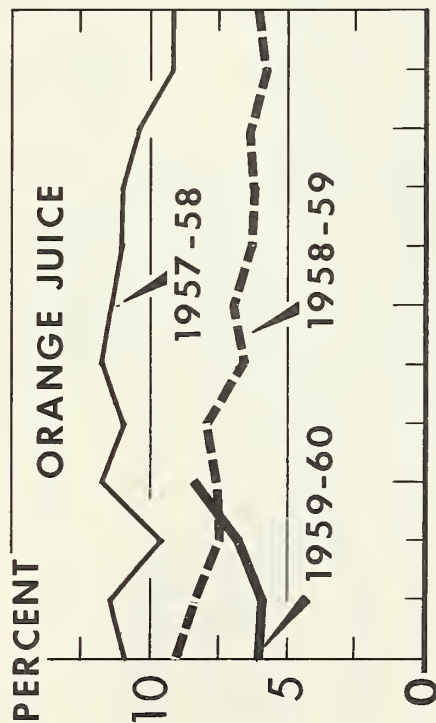


Figure 13



# PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES



OCT. JAN. APR. JULY

Figure 14



Table 18. FRESH TANGERINES: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	2/	2/	0.2	0	0.2	2/	2/	2/
Nov.	404	100	349	9.2	3.0	8.7	50.4	46.4	46.4
Dec.	1,087	1,068	882	18.2	20.4	17.5	38.4	43.8	43.8
Oct.-Dec.		1,332	1,422						
Jan.	390	517	308	7.7	10.1	7.2	44.6	37.9	46.9
Feb.		224	90		4.5	2.4		35.8	44.5
Mar.		2/	2/		.9	.4		2/	2/
Oct.-Mar.		2,128	1,839						
Apr.									
May									
Jun.									
Oct.-Jun.									
Jul.									
Aug.									
Sep.									
Season								39.1	44.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Normal season runs from November through March. 2/ Too few purchases reported for analysis.

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